

Message Text

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20

ACTION EA-09

INFO OCT-01 ISO-00 CIAE-00 DODE-00 INR-07 NSAE-00 PA-02

PRS-01 SP-02 SS-15 NSC-05 /042 W

----- 106499

R 030838Z DEC 76

FM AMEMBASSY TOKYO

TO USIA WASHDC

INFO SECSTATE WASHDC 3980

CINCPAC HONOLULU HI

UNCLAS TOKYO 17838

USIAC

CINCPAC FOR POLAD

E.O. 11652: N/A

SUBJECT: PRESS POLLS ON COMING ELECTIONS

1. IN THE PAST WEEK MOST MAJOR JAPANESE MEDIA OUTLETS HAVE PUBLISHED RESULTS OF THEIR OPINION SURVEYS ON VOTER POLITICAL SENTIMENT ON ISSUES IN THE COMING GENERAL ELECTIONS. THE BIG NEWSPAPERS USED MASSIVE SAMPLES OF 90,000 TO 120,000 TO PERMIT PREDICTION OF RESULTS IN EACH OF JAPAN'S 130 ELECTION DISTRICTS. AS THIS EMBASSY'S POLITICAL SECTION IS REPORTING ON THE PRE-DICTIONS, THIS CABLE FOCUSES ONLY ON QUESTIONS CONCERNING PARTY PREFERENCE AND CABINET SUPPORT. ALL POLLING TOOK PLACE IN THE LAST WEEK OF NOVEMBER.

2. THE FOLLOWING TABLE REPORTS THE POLLS' FINDINGS ON SUPPORT FOR EACH POLITICAL PARTY. NOT INCLUDED IS THE POLL BY THE "TOKYO SHIMBUN," WHICH SO FAR HAS ONLY PUBLISHED THE PREDICTIONS OF HOW MANY SEATS EACH PARTY WILL WIN. THE JIJI PRESS POLL USED ITS USUAL 2,000-PERSON SAMPLE AND COMPLETED 1,500 INTERVIEWS. THE OTHERS USED THE ABOVE-NOTED VERY LARGE SAMPLES, MOBILIZED AS MANY AS 6,000 INTERVIEWERS, AND OBTAINED COMPLETED INTERVIEWS IN THE FOLLOWING NUMBERS: ASAHI--73,800, MAINICHI--88,700, AND YOMIURI--81,565.

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OTHER,

CONSERVE- REFORM- NONE,

	LDP	JSP	JCP	CGP	DSP	NLC	ATIVE	IST	DK
ASAHI	31.7	15.3	3.9	4.2	3.9	2.5	-	-	38.2
YOMIURI	36.6	15.9	3.8	4.3	3.5	2.9			33.0
MAINICHI	35	16	4	5	4	3		33	
JIJI PRESS	24.7	12.0	1.8	3.8	1.7	0.4	7.9	7.1	40.8

3. ONLY YOMIURI AND JIJI HAVE YET REPORTED THEIR POLLS' FINDINGS ON CABINET SUPPORT AS INDICATED BY RESPONDENTS' REPLIES. YOMOURI OBTAINED A 26.3 PERCENT SUPPORT FIGURE, WHILE JIJI GOT 29.5 PERCENT. THE JIJI FIGURE IS DOWN 4.1 PERCENT FROM THE OCTOBER LEVEL, ALL OF THE SHIFT BEING FROM SUPPORT TO NON-SUPPORT SINCE THE UNCOMMITTED "DON'T KNOW" FIGURE WAS UNCHANGED.

MILLER

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NNN

Message Attributes

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Current Classification: UNCLASSIFIED
Concepts: PRESS COMMENTS, ELECTION FORECASTS, PUBLIC OPINION POLLS
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Draft Date: 03 DEC 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
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Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
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ISecure: 1
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Margaret P. Grafeld
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